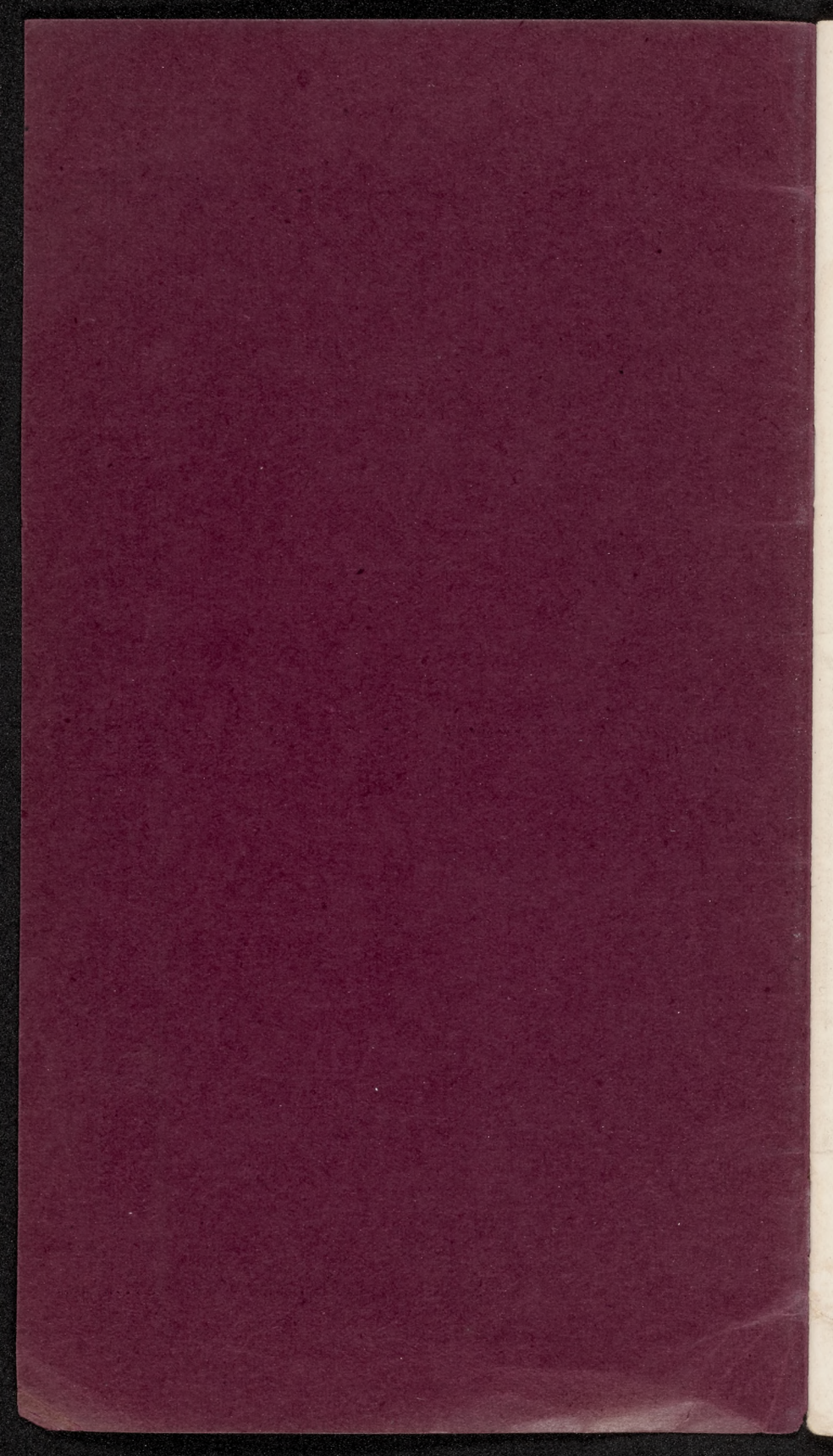


PETALUMA
SONOMA
COUNTY
CALIFORNIA

THE LARGEST
POULTRY
CENTER IN
THE WORLD



PETALUMA

"The City
of
Little Hills"

PETALUMA is located in Sonoma County, California, Thirty-seven miles north from San Francisco, on the line of the Northwestern Pacific Railway, and at the head of navigation on Petaluma River. The elevation of the City ranges from about sea level along the bed of the River, which runs directly through the corporate limits, to about 150 feet in the most elevated residential district. The principal business and residential streets are on the west side of the river and the greater part of the factories, mills and ware-houses are located upon the east side. Drawbridges are placed at convenient intervals and allow free navigation for shipping through the city. The Sonoma Mountains are situated about four miles east of the City and extend the whole length of the valley, while on the west side almost from the City limits to the Ocean, are ranges of hills and mountains through which run many fertile valleys.

**Location
of
Petaluma**

In municipal affairs Petaluma has always stood for civic progress and the affairs of the City are administered by a City Council consisting of a Mayor and six Councilmen who, under a Freeholder's Charter, give our City efficient and economical government.

Petaluma's system of public and private schools are up to date in every respect and nowhere in California will be found better educational facilities. There are four primary and grammar school buildings and a large new High School, costing \$120,000 and affording ample room for all pupils in buildings constructed to meet the most modern requirements. In addition to these

**Educational
Facilities
Are Excellent**

there is an endowed kindergarten and St. Vincent's Academy, the latter a Catholic school of high standing. In the grammar schools manual training and domestic science are taught in addition to the prescribed course. Connected with the High School is a commercial department affording unexcelled opportunities for acquiring a business education. Petaluma's High School is fully accredited to the University of California and to Stanford University. Its laboratories are complete and are kept up to date. A reference library of 700 volumes is in daily use, while by special



River Scene

PETALUMA — THE CITY

arrangement with the Trustees of the City Library, this number is more than doubled for working purposes.

There is a strong moral and religious sentiment in Petaluma represented by the Roman Catholic, Methodist Episcopal, Episcopal, M. E. South, Baptist, Presbyterian, Congregational, Christian, German Lutheran, Adventist, Christian Science and Salvation Army. These churches have a combined seating capacity of 3,500. On their social side these churches, through their various organizations, stand for all things that make for Civic righteousness and the upbuilding of the City along moral lines and endeavor to furnish amusements and recreation for the young people that tend to foster and create a desire for high class entertainment.

**Library of
10,000
Volumes**

Petaluma has a Free Public "Carnegie" Library erected at a cost of \$20,000 and is built of native stone from the quarries north of Petaluma. It is equipped with sectional bookcases and has over 10,000 volumes which cover all the various fields of literature.

**Water Supply
Abundant
And Pure**

The Sonoma Mountains, about four miles east of the City, furnish Petaluma with an abundant supply of pure water from mountain streams and springs and is brought to the City by a gravity system, the pressure in the mains being from 50 to 60 pounds per square inch.

**The City
Is
Well Lighted**

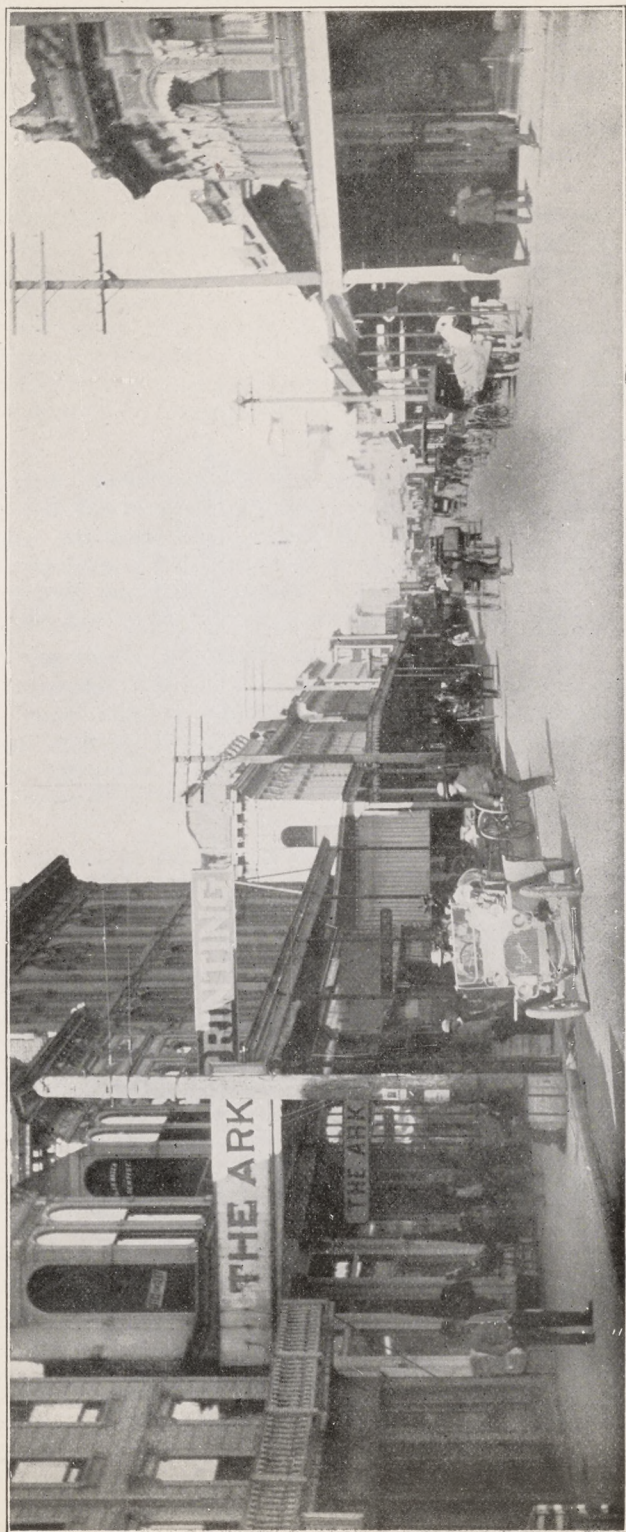
Petaluma is well lighted by electric lamps placed advantageously throughout the City. Light, power and gas in unlimited quantities, and at very reasonable rates are supplied by the Pacific Gas & Electric and the Great Western Power Companies. No city on the coast of similar size is more favored in this respect.

**Adequate
Postal
Facilities**

Petaluma has a fully equipped, up-to-date Post Office. Mail is delivered twice each day by five City carriers, while an equal number of Rural carriers serve all those living within a radius of eight miles with their daily mail. The Money Order Department shows a large balance in favor of the Merchants, Manufacturers and Poultrymen of our City and vicinity.

**Adequate
Telephone
Service**

Petaluma enjoys excellent telephone service at reasonable rates and with all the usual long distance connections. Twenty-eight rural phone lines connect the homes of hundreds of farmers with the City exchange and these rural lines are being rapidly extended. The Pacific States Telephone and Telegraph Company has a splendidly equipped exchange in the heart of the business district.



Main Street North from Western Avenue

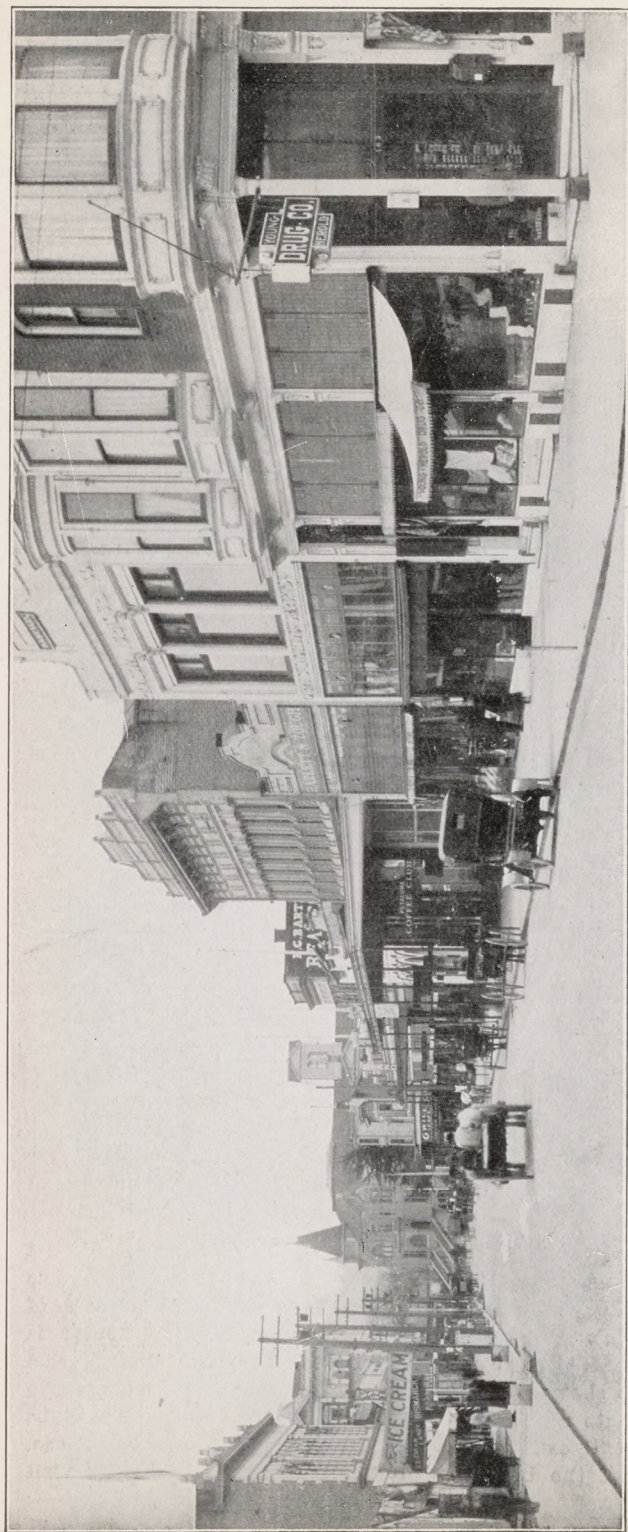
Many Miles Of Fine Streets Petaluma's claim that no city of similar size in the United States has as many miles of macadamized streets and cement sidewalks is unchallenged. Over 20 of the 28 miles of streets and sidewalks are improved, while in all of the business section bitumen is used, which greatly reduces the street noises. These streets are always kept clean and in good condition.

Natural Drainage for Sewer System The topography of the City of Petaluma furnishes a natural drainage and the streets and sewers have a sufficient fall to make them effective in carrying off all storm water and other impurities. The daily rise and fall of the tides in the River twice a day keep it clean and fresh, and is one of the chief reasons for the reputation that Petaluma has acquired of being a healthy City.

Well Equipped Fire Department Petaluma has for many years been immune from serious conflagrations. This condition is due to two causes—plenty of water under high pressure and a splendidly equipped paid fire department. The pressure in the large mains of the Petaluma Power and Water Company is sufficient at all times to throw several streams of water over a three-story building. The City also owns a Knott auto triple combination pump, chemical and hose wagon, the first of its kind to be used in this State; also a White Combination Hose and Chemical Engine.

Unexcelled Banking Facilities Petaluma has five banks, the Sonoma County National, the Petaluma National, the Petaluma Swiss American, the California Savings and the Petaluma Savings. These Banks have a combined capital and surplus of \$1,273,000. They are all on a sound, conservative, financial basis, as will be noted by their combined assets of \$7,232,206.43, and are officered by men of sound business judgment. Four per cent interest is paid on term deposits. Interest on loans is charged at from five to seven per cent per annum. The Petaluma Mutual Loan Association has been established for many years and is exceptionally prosperous. Through this agency many fine homes have been built and paid for by persons of small means.

Amusements Of All Kinds The Hill Opera House is one of the most up-to-date play houses in the State and is fully equipped to care for all classes of attractions, while the Mystic Theater is used for vaudeville and high class motion picture shows. There are also, in the Globe and Gem, two up-to-date nickelodeons. Various social and literary clubs exist, and owing to the near proximity to San Francisco, many of the better literary and musical attractions visit our City.



Kentucky Street South from Washington Street

**Petaluma
Has
Four Parks**

Thanks to the Ladies Improvement Club, Petaluma has several beautiful parks, two of which are in the heart of the City and are real beauty spots. The others are being rapidly improved under the supervision of the Municipal Park Commission and the Woman's Club and in a short time Petaluma will be supplied with a system of parks of which she may be justly proud. Camping privileges are granted in several of the parks, where travelers will find all conveniences.

**Fraternal
Life of
The City**

Petaluma is well supplied with Fraternal Organizations, all of the principal Lodges having large memberships. Many of them have a social side that affords entertainment and amusement to their members.

**No Extremes
Of Heat
Or Cold**

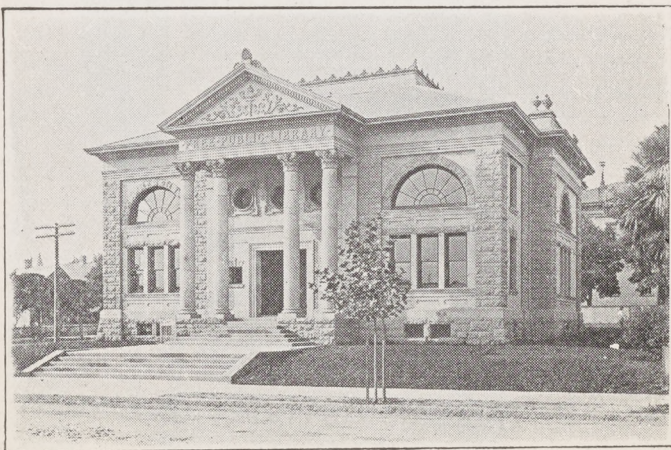
The climate of Petaluma is very similar to that of other cities situate on San Francisco Bay except that being farther inland on Petaluma River which is really an arm of the Bay it is less subject to fogs.

The average temperature is about 75 or 80 in summer and 60 in winter. There are but few frosty mornings and flowers are gathered in Petaluma gardens at all seasons of the year.

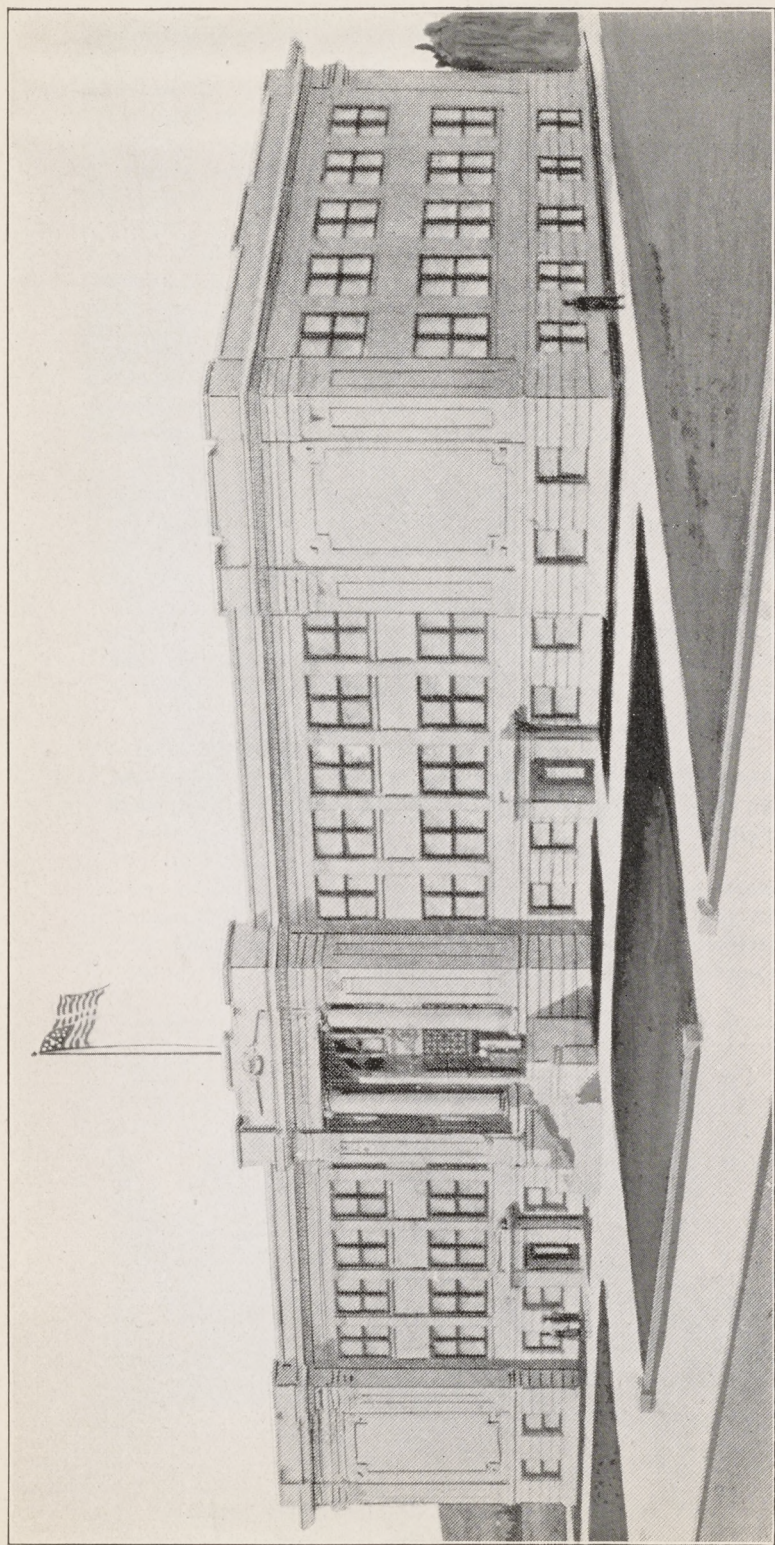
**Ample Rain
No Crop
Failures**

Petaluma and vicinity has an abundance of rain. Here the so-called rainy season usually begins in October and lasts through April. During this period precipitation is by no means continuous but only of sufficient frequency to create an average annual rainfall of about

25 inches which is sufficient for all purposes and renders irrigation unnecessary in this portion of California. Frequently during the rainy season no rain falls for the per-



The Public Library, containing 10,000 Volumes.



Petaluma's New High School, erected at a cost of \$110,000.00, will afford ample accommodations for Petaluma's growing needs.

iod of a month and not to enjoy warm sunshine for a whole week would be a novel experience. From May to October very little rain falls. Corn potatoes and other vegetables are planted and harvested between the rains. Cultivation conserves the moisture and keeps our orchards and crops in perfect condition. The absence of rain in the summer time enables the farmer to harvest his crops and instead of being a drawback is a distinct advantage.

**Center of
A Population
Of 12,000**

Petaluma, whose corporate limits embrace a territory of only one and one-half miles square, has a population of 7,500. Within a radius of a few miles are the homes of nearly as many more, and it is a conservative statement that the city is the center of a population of 12,000.

**Adequate
Transportation
Facilities**

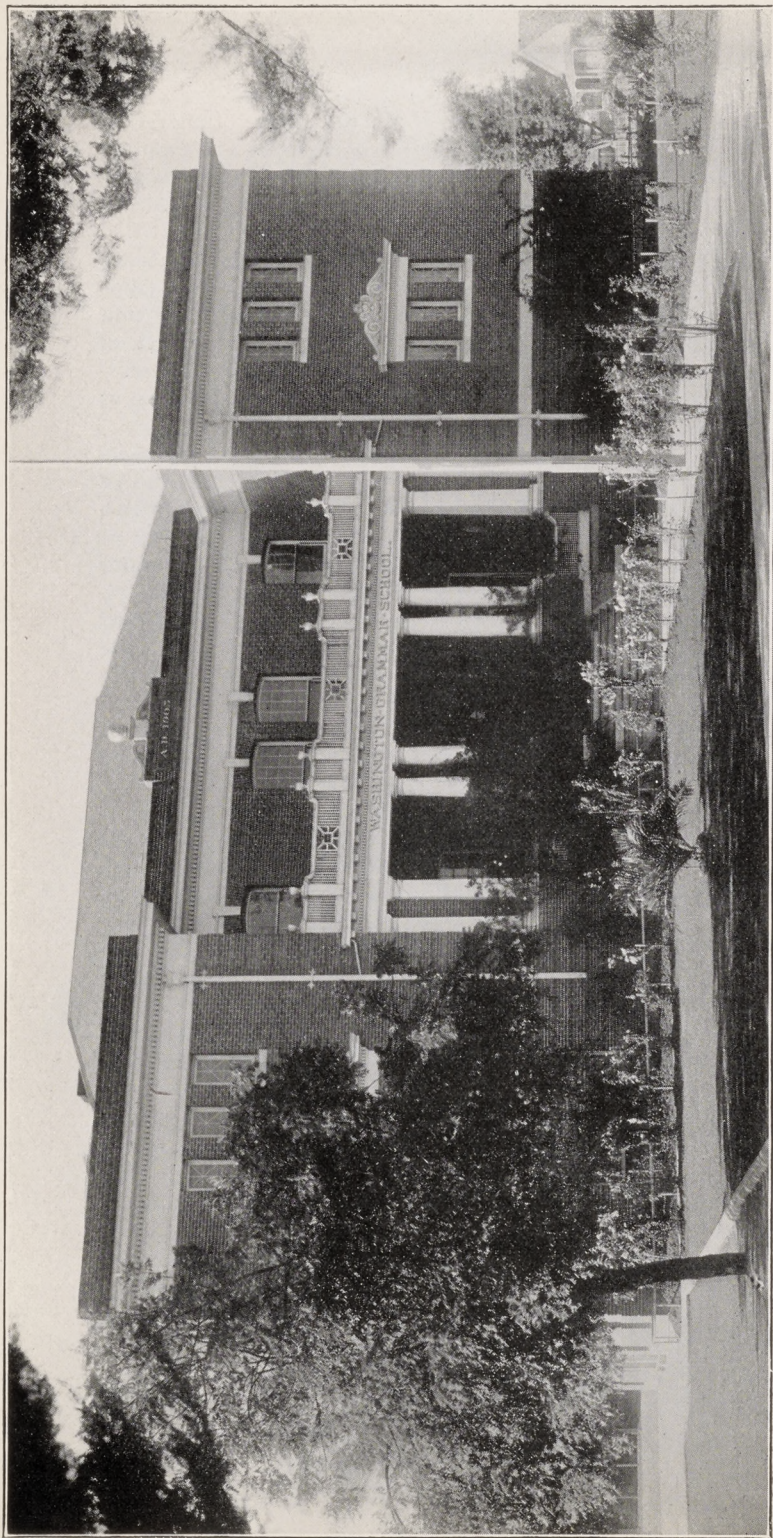
Petaluma has direct transportation connection with San Francisco over the line of the Northwestern Pacific Railroad which also extends north as far as the City of Eureka. Over this road six daily trains are run each way. Single fare to San Francisco is one dollar; commutation books of thirty tickets can be purchased for \$20.00; while monthly tickets are sold for \$12.50, making a very cheap rate for those whose business requires them to visit San Francisco daily.

The Petaluma & Santa Rosa Railway Company operates an electric line from Petaluma to Sebastopol, the Gold Ridge fruit and berry district, and also to Forestville, Two Rock and Santa Rosa, the County Seat, giving adequate service to these sections. This road also runs two daily steamers from Petaluma to San Francisco, carrying freight and passengers. The passenger rate is fifty cents to or from San Francisco.

As we have elsewhere stated, freight rates are very low and give shippers a distinct advantage over other sections in the San Francisco market.

**Cash Market
For
All Products**

A poultryman or farmer bringing to Petaluma a case of eggs, coop of chickens, load of hay, grain, potatoes or other products receives therefor the highest market price in cash, and he is free to buy his supplies wherever he feels he can do so to the best advantage. That he does receive the highest market price is proven by the fact that over eighty per cent of all products are sold to Petaluma dealers, and also that from all over Sonoma and Marin counties products are brought or shipped to this market.



The Washington Grammar School

PETALUMA

The Largest Poultry Center in The World

Over \$9,000 per day is paid for poultry and eggs and this fact makes collections easy. A Petaluma Merchant or Manufacturer feels reasonably sure that nearly all of his accounts will be promptly paid on collection day, which is the first of each month. Petaluma is therefore justly proud of her reputation as a cash town, and also of the fact that she is considered the wealthiest town per capita in the State.

Many Questions Answered

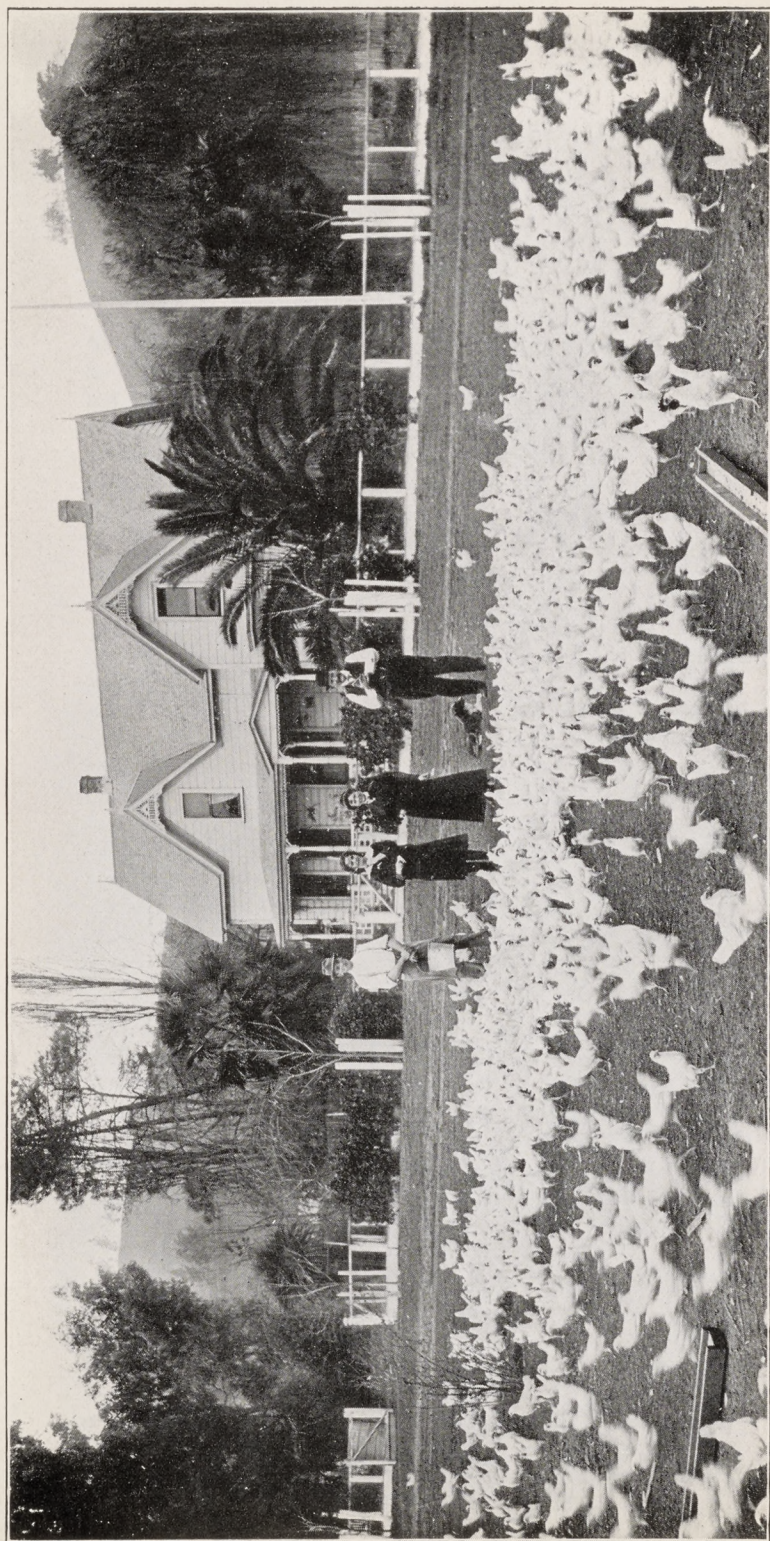
THE PETALUMA CHAMBER OF COMMERCE wishes in this booklet to give information that is reliable and which can be verified by any one interested in this industry. Many people have a mistaken view of the Poultry Industry, simply through a lack of correct information. The raising of poultry has not, as yet, been reduced to an exact science, although the poultrymen in the vicinity of Petaluma have gone far to settle many questions that make for success or failure. An endeavor has been made in this booklet to give facts and answer questions that experience has shown should be asked and known by anyone contemplating engaging in the business of raising poultry.

Chances for Success

The Personal Element In every business the personal element is the controlling factor, and we believe that this is especially true of any one engaged in the raising of poultry. It is a business, and requires the same amount of care, oversight, patience and work that any successful man expects to use in the carrying out of any project in which he may engage. The greatest want that will be felt by any beginner will be the lack of experience, but this condition is found in any project in which one engages and of which he has had no previous knowledge.

Profit by Experience Of Others

One of the greatest benefits to the beginner in the raising of poultry in this section comes from the fact that he is able at all times to have the benefit of the experience and knowledge of men who have been engaged many years in the business. It is also certainly true that anyone who engages in the raising of poultry with the object of obtaining a livelihood therefrom and of laying up



A Typical Petaluma Poultry Ranch

something to protect him in his old age, has a better chance of attaining that end in Petaluma than in any other section of this State.

**How Much
Capital
Is Required?**

To successfully engage in the business, one should have at least \$3,000, although many have made a success on a much smaller amount. To buy five acres at \$200 an acre will cost \$1,000. This can be purchased by making a payment of one quarter (\$250) down, balance in three to five years. A modest dwelling house will cost at least \$1,000. Horse, wagon, tools, well and chicken houses will cost at least \$500 more. One thousand pullets will take from \$800 to \$900. This leaves about \$450 to keep the family and buy the many necessary things until the pullets are laying. One should have no difficulty, however, in making a success with this amount of money.

**Do Not
Raise Their
Own Feed**

The question is frequently asked: Do Petaluma Poultrymen raise their own feed? The answer is: They do not. They raise only green food. As it costs about \$1.40 per hen a year for food, and as from 1500 to 2000 hens can be kept on five acres of land, it can be readily seen that it would be impossible to raise sufficient to feed that number of chickens upon that acreage.

**Large Market
For Poultry
Foods**

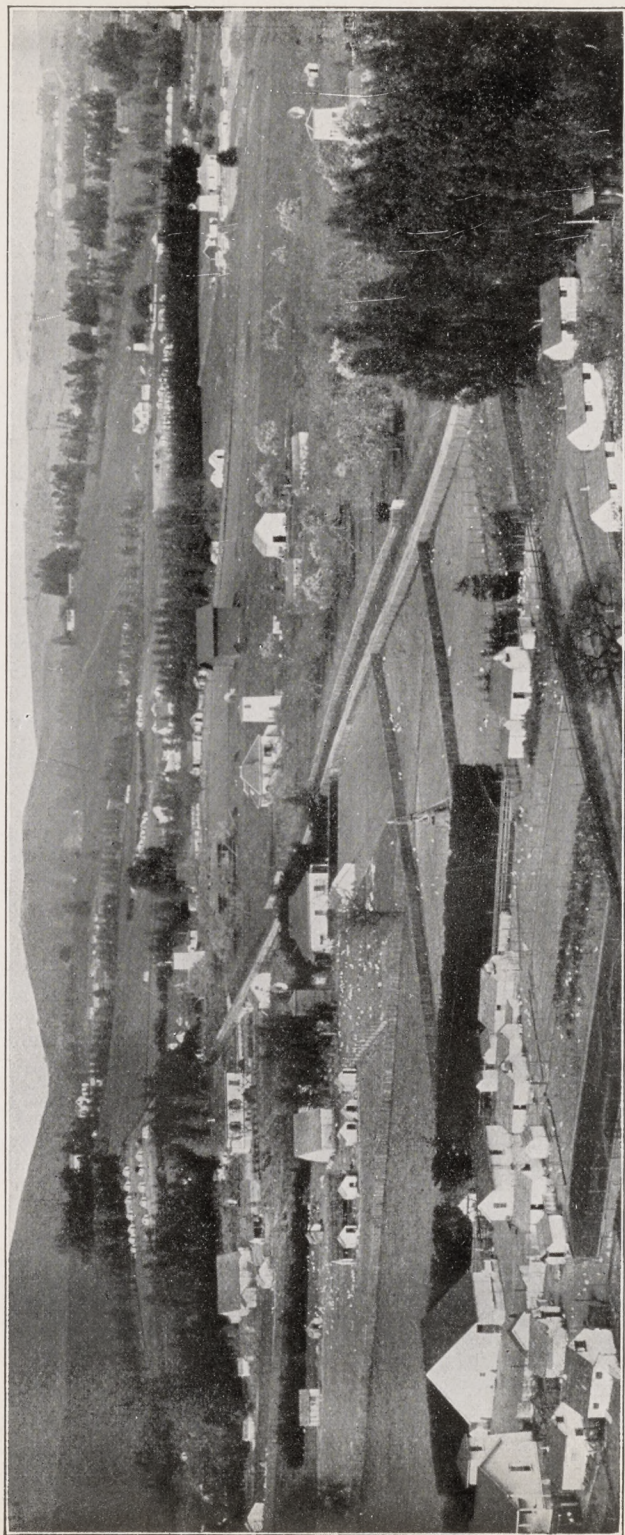
Petaluma dealers, however, enjoy a peculiar advantage in their ability to sell poultry supplies cheaper than those of any other section and there is a perfectly logical reason for this statement. The industry in this section has reached such enormous dimensions that the dealers in Petaluma are enabled to buy all kinds of poultry supplies in large quantities, and also from the fact that, having both rail and water communication, freight rates are very low.

**Poultrymen
Buy in
Large Lots**

Some small idea of the extent of the business can be realized when it is known that many poultrymen buy thousands of sacks of grain at a time. No variety of poultry supplies can be asked for that will not be found on sale in Petaluma.



PETALUMA RESIDENCE



The Homes of One Hundred Thousand White Leghorn Hens. A Typical Petaluma Poultry Landscape.

No Danger of Over-Production. Many carloads of Eastern eggs and poultry are brought into San Francisco every year. Los Angeles is a large buyer of Petaluma eggs, as are also Reno, Portland, Seattle and many other places. Alaska and British Columbia are also large buyers, there being no duty upon eggs crossing into British Columbia. Consumption keeps pace with the production, and from the following figures given it will be found that the average price of eggs has not lowered.

Average Selling Prices of Eggs for Year Ending.

19083168
19093662
19103174
19113070
19122986
19133051
19143309
19153120

Poultry Industry on the Increase?

The wonderful increase of the poultry industry has astonished even those most closely in touch with it. There has been a large annual increase during the last ten years.

Accurate account is kept of all eggs and poultry shipped out of Petaluma and the following table showing the figures for 1915 will give some idea of the magnitude of the industry.

Eggs and Poultry Shipped in 1915; Also Eggs Used for Hatching Purposes.

	Doz. Eggs	Doz. Pltry.
January	614,808	3,968
February	782,069	2,601
March	1,686,628	4,510
April	1,725,618	3,967
May	1,406,978	7,820
June	1,183,572	12,534
July	1,143,034	10,569
August	919,648	8,864
September	652,426	8,143
October	527,689	5,852
November	477,144	6,556
December	561,520	4,212
	<hr/>	<hr/>
	11,681,134	79,605
11,681,134 Doz. Eggs at \$.3309 per Doz.		
amounts to		\$3,644,513.80
79,605 Doz Poultry at \$4.50 per Doz.		
amounts to		358,222.50
TOTAL VALUE OF EGGS AND POUL-		
TRY EXPORTED IN 1915		\$4,002,736.30



Topographical Map of Bay Section, showing



Showing Petaluma's Advantageous Location

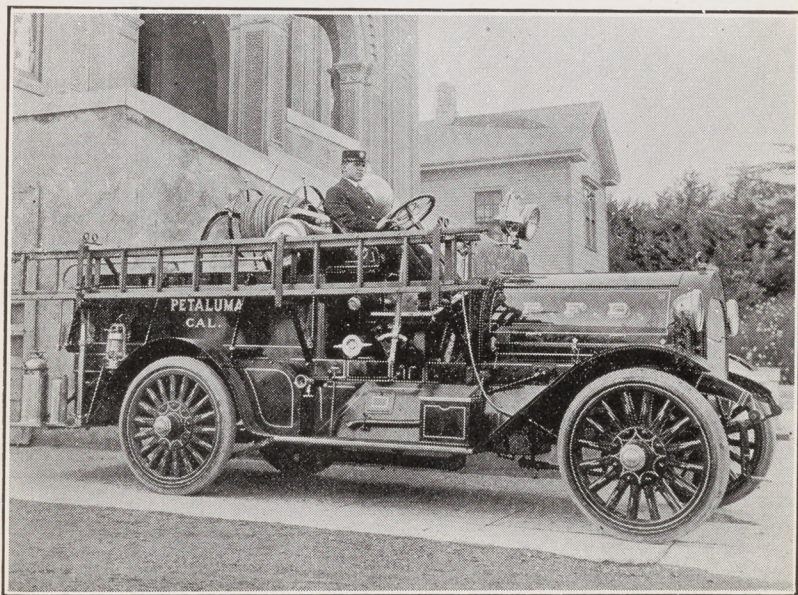
It is estimated that fully one-fourth as many eggs are used by the hatcheries as are exported making the total production of eggs for 1915, 14,601,417 dozen.

**Favorite
Breed
of Fowl?**

In Petaluma the poultrymen breed for the utility fowl alone, and the goal of their endeavors is a greater egg production. The Mediterranean breeds, which include the Leghorns, are less given to making flesh and owing to their small size, can more easily be bred for this purpose. Another reason is that the smaller breeds require less food to produce better results. The White Leghorn, almost exclusively, has been selected by the Petaluma Poultrymen as the best utility fowl.

**Getting
the
Right Start.**

As has been stated, there are many large hatcheries in Petaluma of various capacities, ranging from 20,000 to the largest in the world, having a capacity of 225,000 eggs each hatch. Beginners will find it very much to their advantage to purchase young pullets from 3 to 5 months of age as they will then commence to lay in a month or two. Thus one engaging in the business for the first time would not have to wait long to procure an income. Another reason for advising the buying of young pullets is that the experience required to raise young chickens cannot possibly be learned in a day and many, owing to inexperience, have suffered considerable loss. Of course, after one has attained some experience, he would want to buy the young chicks from the hatcheries and raise them



Petaluma's New Fire Fighter

himself, as in this way he would be enabled to renew his flock at a very considerable saving.

That this is true is shown by the fact that millions of little chicks from one to three days old are turned out by the thousands by Petaluma Hatcheries and shipped all over the Northwest, it having been demonstrated that these chicks can be safely relied upon to stand a journey by express of three or four days travel. To any one unfamiliar with the raising of poultry in Petaluma the extent of the business of hatching chickens seems simply astounding. During the hatching season a visit to Petaluma is well worth the trouble if one only had the time to visit the large hatcheries.

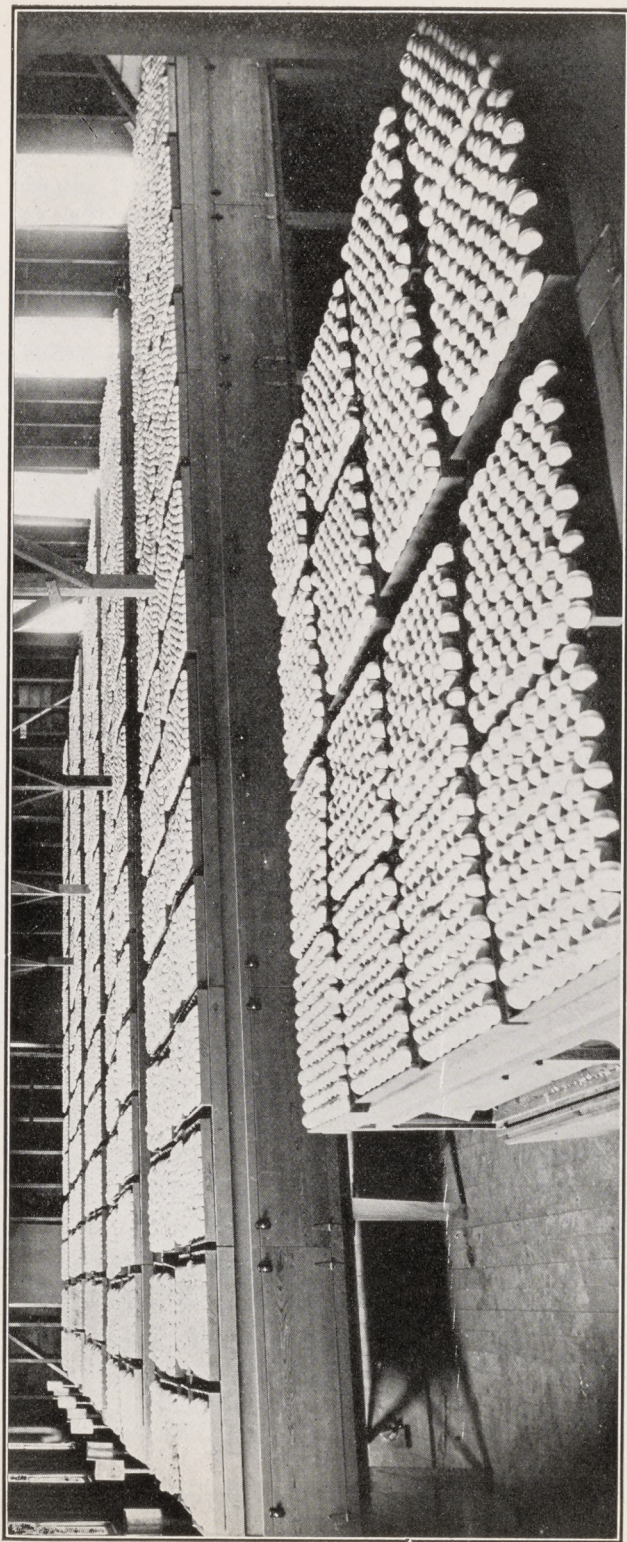
Petaluma Peculiarly Adapted to Poultry

Just why poultry thrives in this vicinity is a question that is often asked and was aptly answered by an editor of one of the Agricultural Journals in the Southern part of the State.

"I do believe that the people of this County (Sonoma), and of Petaluma in particular, have shown greater initiative, energy, patience, perservance and good business judgment in the development of the poultry industry than have those of any other community on earth and they are reaping the just rewards of their labor and faith." It is certain, however, that the region of which Petaluma is the center has established the fact beyond dispute that nowhere else in the entire State does poultry do so well.

The following information in question and answer form will be of interest to persons intending to engage in the poultry industry here.

- Q. Whate are the soil requirements?
- A. Sandy loam.
- Q. What are the climatic requirements?
- A. Moderate temperature and coast breeze.
- Q. What is the average egg production per hen?
- A. 120 per hen per year.
- Q. What is the average age at which a hen begins to lay?
- A. Six months.
- Q. What is the average age limit of usefulness?
- A. 2½ years.
- Q. What is the standard weight of eggs per dozen?
- A. 22 ounces.
- Q. What is the cost of incubation?
- A. 3 cents per chick.
- Q. What per cent of eggs are fertile?
- A. 85 per cent.
- Q. What per cent of chicks live?
- A. According to how they are raised.



33,000 Eggs ready to go into the Incubators at a Petaluma Hatchery having a capacity of 165,000 Eggs at a Single Hatch

PETALUMA — THE POULTRY CENTER

- Q. What is the best breed for laying?
A. White Leghorn.
- Q. What is the best table fowl?
A. Plymouth Rock.
- Q. What is the average market price for broilers?
A. \$3.00 per doz.
- Q. What is the average market price for fryers?
A. \$4.50 per doz.
- Q. What is the average market price for young roosters?
A. \$5.50 per dozen.
- Q. What is the average market price for old chickens?
A. \$4.00 per dozen.
- Q. What is the average market price for eggs?
A. 30 cents per dozen.
- Q. What is the maximum price for eggs?
A. 52 cents per dozen.
- Q. What is the minimum price for eggs?
A. 19 cents per dozen.
- Q. What is the average amount realized per hen per year?
A. \$2.40.
- Q. What is the average cost of feed per hen per year?
A. \$1.00.
- Q. What is the average profit per hen per year?
A. \$1.00.
- Q. Where are your markets for poultry and eggs?
A. Petaluma, San Francisco, Alaska, Hawaiian Islands, and other points.
- Q. What is the cost of shipping chickens?
A. By rail and water, 14c per 100 lbs., Wells Fargo 40c per 100 lbs.
- Q. What is the cost of shipping eggs?
A. Rail and water, 9c per 100 lbs.
- Q. Are the products shipped direct to the consumer, or are they handled by the commission men?
A. 80 per cent. to the commission men; 20 per cent. to the consumer.
- Q. What is the most approved brooder house?
A. 16x28 feet, 4 feet on the sides, windows at each end and two windows on one side. Door at each end.
- Q. What is the most approved method of heating?
A. Stoves with gasoline or engine distillate.
- Q. What is the most approved method of housing hens?
A. A structure 10x14 made perfectly tight, with screen doors. Will accommodate 100 to 200 hens.
- Q. At what age are chicks taken from the incubator?
A. When they are twenty-four hours old.
- Q. At what age are chicks put to roost?
A. When they are six weeks old.
- Q. What is the most approved plan of raising poultry?
A. The colony plan.



A Few of Petaluma's Finer Residences

Price of Land Near Petaluma.	As in every other place prices vary according to soil and location and the range of price is wide running from \$150 per acre three to five miles from town to \$400 and \$500 per acre adjoining or near the City.
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From this it will be seen that conditions in Petaluma as to land prices are about the same as obtain any where in the United States, the price of land always being governed by peculiar advantages or soil conditions. As liberal terms can be obtained by any one wishing to purchase land in or near Petaluma as anywhere in the State and when soil, climate and location are taken into consideration, they will be found to be as cheap as other sections.



Raising and Feeding Little Chicks

THE first problem that enters into the poultryman's mind is how to successfully raise his young chicks, and right here lies his future success.

The feed for chicks may largely control their future health and growth and needs to be carefully selected and administered.

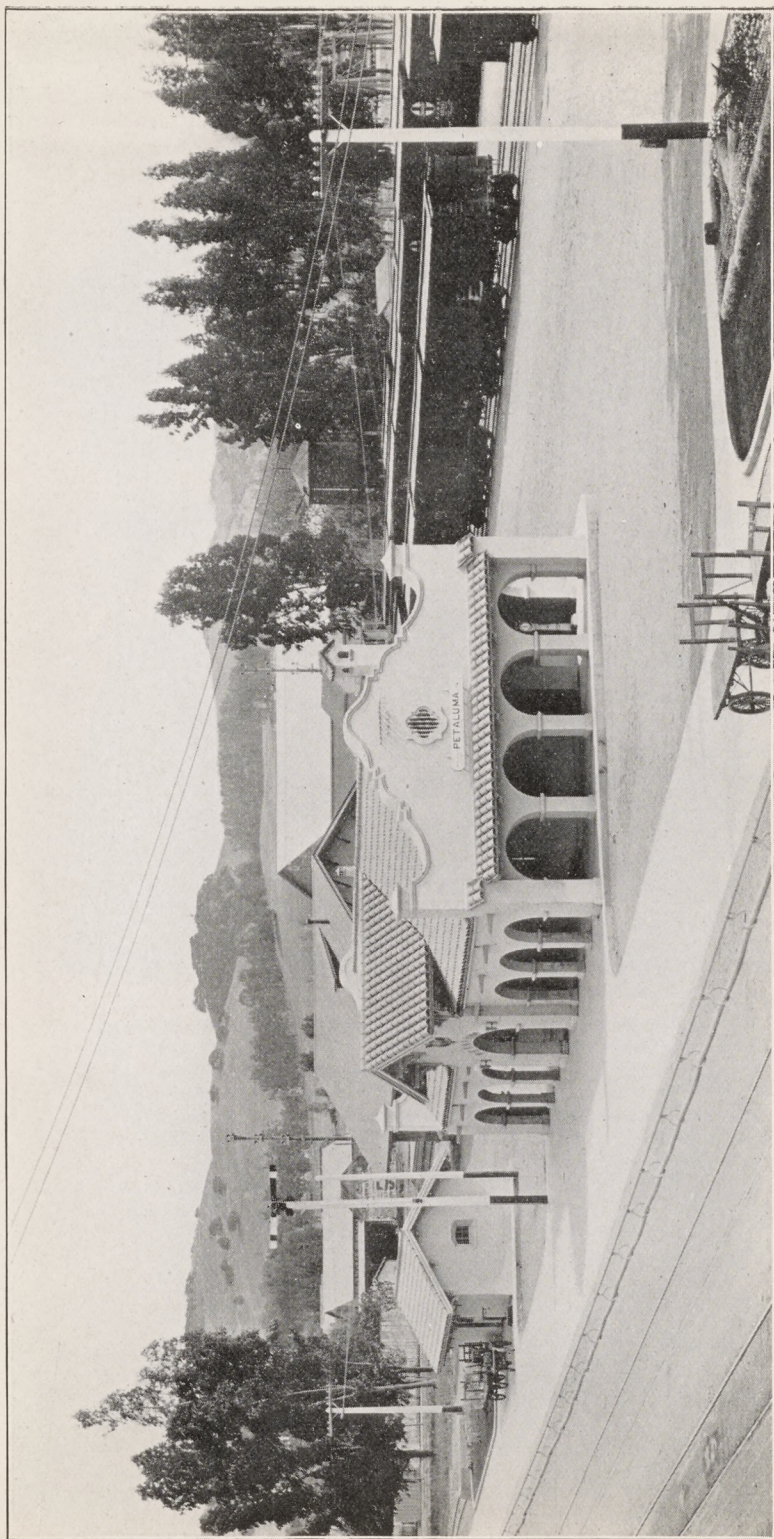
The first thing to be remembered and considered is that the egg from which the chick is hatched contains a yolk that is not used in the development of the chick's body. This yolk is taken into the abdomen of the chick just before it is hatched, and a cord connects it with the small intestines. This yolk must be absorbed by the chick the first few days of its life, and if anything prevents its proper assimilation, the yolk tends to coagulate, harden and apparently causes the death of the chick.

In order to follow nature's plan, the chicks should not be fed for from 60 to 70 hours after being hatched, and the writer thinks that water should not be given during this period, as the chick's body is only capable of absorbing so much moisture, and if water is given to supply the moisture needed for the body, the yolk of the egg will be left unabsorbed.

After the chicks have attained the above mentioned age, they should be fed every two hours with some good brand of dry chick food which has been carefully compounded and blended to meet their every want.

The writer would suggest that poultrymen go to some one who has a reputation for manufacturing Poultry Foods, and also who has passed the experimental stages of the industry.

After the chicks are four or five days old, they should be fed a dry mash, composed of good pure meals made from different grains. If the mash is too rich, it is liable to cause bowel trouble; if it does not contain the proper amount of Phosphates and Bone material they will get leg weakness, so the reader can readily see how all important it is to commence right.



Petaluma's New Depot

Little chicks should have a floor space of about 16 x 16 for eight hundred chicks. The room should be well ventilated and warm enough at all times so the chicks will be comfortable without crowding. If they once get bunched up close enough to sweat, they are practically ruined,—their vitality will have become so weakened that other trouble will set in. They should always have plenty of green feed supplied to them.

Many poultrymen are looking around trying to perform the larger duties while neglecting to attend to the smaller details which make for success.

It used to be a general assumption and is so yet to a certain extent, that after a man had made a failure of anything or everything else, he could make a success keeping chickens. Anyone can keep chickens is the way they figure it. This is true, but not everyone can make the chickens keep them.



Incubation

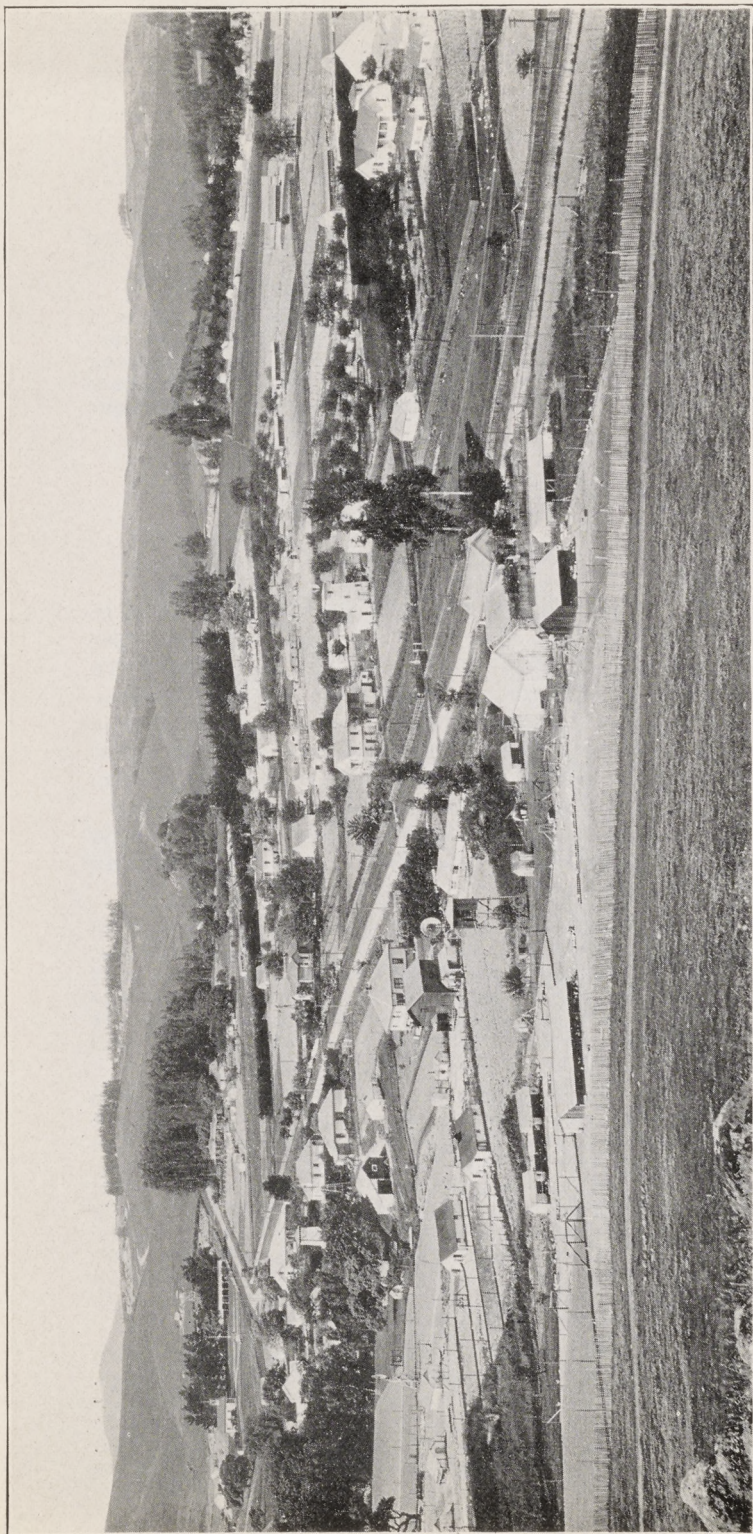
AT the beginning of this article the writer wishes to go on record as opposed to the home incubator. The average poultryman will do far better to buy BABY CHIX and leave incubation to the expert. No argument is necessary to support this contention; let us simply state that in this district where the poultry business has been raised to a plane of efficiency undreamed of elsewhere, at least 95% of all chix brooded are the product of commercial hatcheries.

For those who are in no position to buy chix, we can lay down a few simple rules and state a few methods that we hope will be helpful.

This is no place to discuss the merits of various types of incubators. Let us only say if you must have an incubator, get the best you can find; there is no place in the economy of a farm for a poor incubator. The same rule applies to thermometers, have the precaution to test your thermometer with one that you know is correct, otherwise misfortune will follow you.

Select your eggs with great care. It is a good idea to candle all the eggs before setting. Try to get eggs of uniform shape and size. Keep away from the extremes. The idea is to set only the eggs that are normal in shape, size, texture of shell, etc. Candling will enable you to reject blood rots, lime checks, thin shells and types not easily noted by other means. Eggs may be kept a long time before setting, if the proper condition of humidity and temperature are observed. The temperature must be below 70 and over 50 at all times and the air should be humid to prevent evaporation from the shell.

When setting, put the eggs into a warm machine and bring them to the incubating temperature as quickly as possible. A hen can do this in half an hour; the best types of incubators can do it in a little over an hour, but ordinary type of incubator requires a day or so to get the eggs up to 100. This is the largest single cause of poor hatches, because the germ gets a poor start.



A Typical Thickly Settled Section

Keep the thermometer on the eggs with the bulb resting on two eggs with the top level of the bulb even with the top level of the eggs. Keep the temperature at 102 for the first week, raising gradually to 103 by the 10th day. Keep at 103 thereafter. Turn for the first time 24 hours after the eggs have reached 102. Turn one tray at a time, putting it back as soon as turned, because at this time the eggs do not require cooling.

Start to cool the eggs a little at the 10th day, cooling a little more each day until the 17th day, when they may be cooled down to 80. Cool no more after this time, because some of the chix will start to pip on the 18th day and cooling will injure them. After cooling, bring the eggs up to the incubating temperature as soon as possible. Turn eggs twice a day for best results. Cool once a day only, unless you can bring the eggs up to incubating temperature in 30 minutes, in which case you will get better results by cooling twice a day.

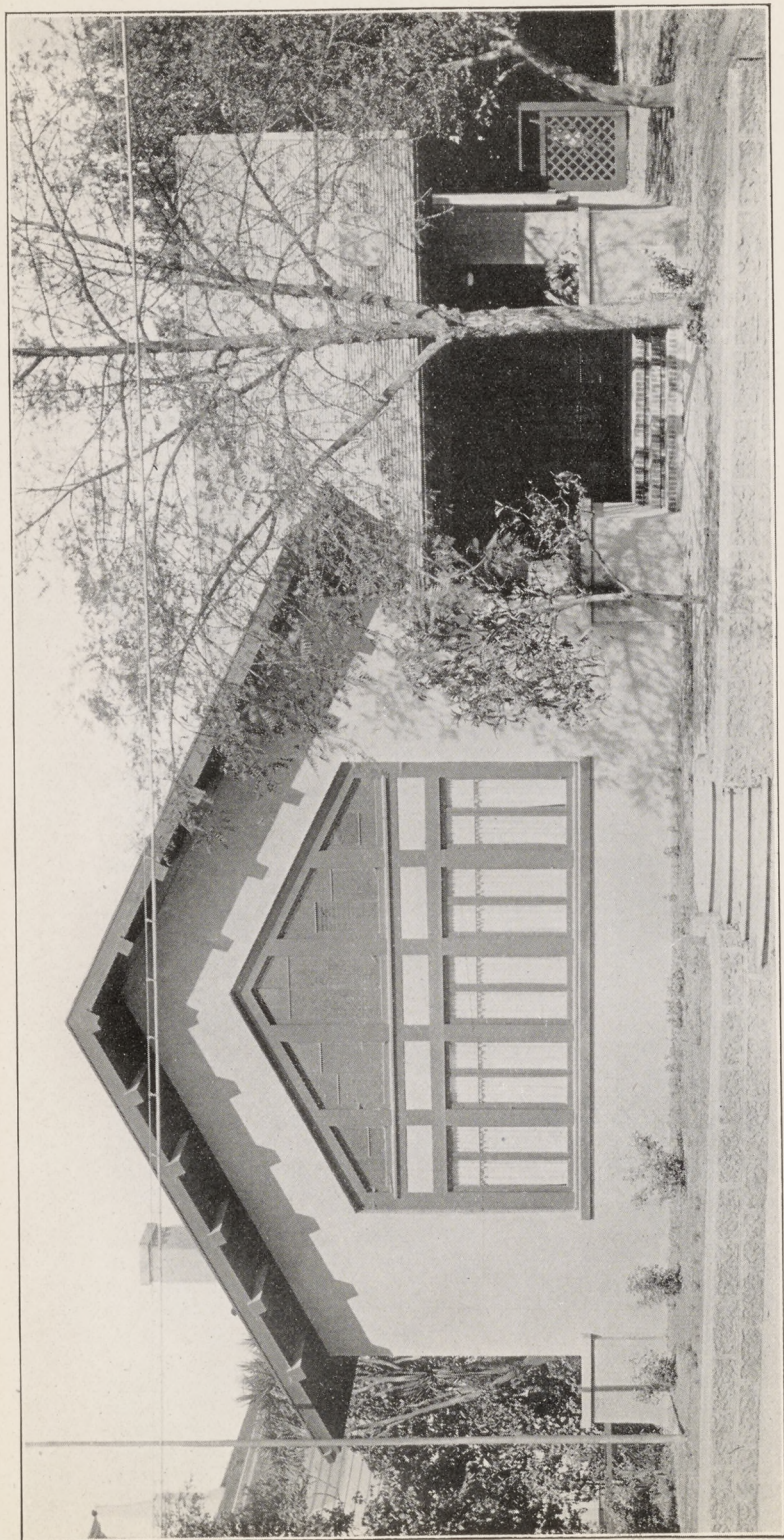
The use of moisture will be governed by the type of machine you are using. We suggest using a hygrometer thruout the hatch and noting results carefully. After a few hatches you will find the percentage of humidity that will give you the best results. The people selling you a hygrometer will furnish you with a moisture schedule, telling what humidity to observe thruout the hatch. This will do to follow until you can work out something better for yourself.

The eggs should be tested on the 5th day, and infertile eggs and dead germs removed. Keep these eggs in a cool place and use them for feeding the baby chix. A dark room with a cloth curtain in which there is a hole about the size of an egg makes the best tester, but a cardboard tube which you can put to your eye, holding the egg at the other opening in a strong light will do for a tester if you do not have much testing to do. It is well to test again on the 15th day or later, removing and destroying such eggs as contain dead chix. In testing, do not throw out eggs that are slightly cracked if the germ looks healthy. A little paraffine melted and applied to the crack will make the egg as good as new; if the membrane is broken, however, the egg is lost.

Turn for the last time on the evening of the 18th day. From this time until the chix are all out, the machine is not to be opened unless it is absolutely necessary. It will be necessary to hang an additional thermometer where it can be read from the outside. This thermometer must not touch the eggs, but should hang above them. On the 19th day, before the chix have started to pip, carefully record the temperature of this hanging thermometer when the one on the eggs is exactly 103. No matter what this reading is, you will keep the temperature at that point until the hatch is off; This is important.

The chix should all be out on the 21st day; if they are not, there is something wrong and it will be up to you to remedy it in a future hatch. Too low a temperature, too much cooling, eggs that have been kept too long, eggs of low vitality, are some of the causes for delayed hatches.

Chix dead in the shell can be caused by the same things; also can be caused by insufficient moisture. Remember, there is always a reason for a poor hatch, and if it is not in the incubator itself, you can find out the cause and change the result. Do not blame the incubator until you are forced to, for the chances are that the trouble does not lie there, but in causes given above.



The Home of The Petaluma Woman's Club

PETALUMA

Advantages For Location of Factories

BUT few, if any towns in the State have as many manufacturing industries in accordance to population as has Petaluma. Many have been located here for years while others are of more recent date.

The Petaluma Incubator Company, whose reputation is world wide as in all Countries it's products can be found, and justly claims to have been one of the principal factors in making Petaluma the world's poultry center, has a large factory located on the River in the heart of the City.

Many Factories The Belding Bros. Silk Mill, the only mill of its kind West of the Mississippi, has been
Now in in operation for 20 years and gives employ-
Operation. ment, on the average, to 125 people. It occupies a magnificent brick building with beautiful grounds and flowers. Its products are shipped to all parts of the Western Hemisphere.

There are seven very large poultry supply houses whose business is so extensive as to require the banks of our River to be lined with immense warehouses to store the goods handled by these firms.

One of the largest Shoe Factories in the State has been located here for many years and Petaluma-made shoes are sold and worn all over the Pacific Coast.

Located here are three large lumber yards and planing mills whose business is by no means confined to this section, as they are strictly up to date in every particular and are able to compete with any institution of their kind and character in the State in the figuring of contracts for mill work and lumber.

As Petaluma is essentially the center of the poultry industry in our State, it naturally follows that all manufacturing interests allied to this industry would be located here. We have ten large hatcheries, several large Incubator and Brooder Stove Factories and kindred interests located in our City.

Beside the above mentioned industries, there are Vinegar, Saddle Tree, Ice, Cheese, Marble & Granite, Sausage, Soda & Seltzer, Macaroni, Gas Engine, Box, Paper Box & Egg Filler Factories, two Creameries, a large Flour Mill, Tannery and Feed Mills.

A very large Cold Storage Plant, occupying a splendid brick building; thoroughly equipped to handle and care for

all produce is located beside the tracks of the Northwestern Pacific Railroad, which enables it to have refrigerating cars placed at its doors.

A million dollar Winery and storage plant, so located as to have direct water and rail transportation, and in which is stored millions of gallons of wine, is also one of the principal industries.

Opportunities For Employment. The presence of these many industries show, we believe, that opportunities for employment are as good here as in any other Town of its size in the State.

Why have these factories located in Petaluma?

There are several reasons.

Free Sites For Factories. First. The Petaluma Chamber of Commerce offers sites and other inducements to manufacturers seeking locations and invites correspondence on this subject.

Second. Power and light are as cheap as in other sections for the reason that we have two large power companies,—The Pacific Gas & Electric and The Great Western; also all the large Oil Companies have substations located in Petaluma.

Third. There are no labor troubles in Petaluma. Living being cheaper and more pleasant and social conditions being better, help does not drift away and shift from place to place as in larger cities. Workers in our factories build homes and become identified with our interests. These factors make for contentment and, therefore, strikes are unknown.

Transportation Facilities Are Adequate. There are six trains daily each way between Petaluma and San Francisco by the Northwestern Pacific Railway Company; two steamers daily and hundreds of power boats and schooners ascend and descend the river in almost a continuous procession. For this reason freight and express rates are remarkably low. For instance, the Petaluma Express Companies will take a hundred-pound case of shoes from the factory here and deliver it to any part of San Francisco for forty cents; a case of thirty-six dozen eggs is delivered for twenty cents and the empty case returned. The combined freight and delivery charge of the Petaluma Companies are thus seen to be less than a single delivery charge in San Francisco.

Investigation Is Invited. The reasons above given clearly show that Petaluma has peculiar advantages for manufacturing interests. The immense difference in the cost of locating a plant and the factors of light, heat, labor, transportation and freight rates being even better than in any of the larger cities of our State, justifies The Petaluma Chamber of Commerce in asking all persons or companies thinking of engaging in industrial enterprises, to investigate these several advantages.

PETALUMA — THE MANUFACTURING CENTER

The principal reason, the one to which the Chamber of Commerce believes all of the advantages set forth in this booklet can be directly traced and is the real cause of Petaluma's prosperity, lies in the fact that she has water transportation.

Immense Petaluma River is an arm of San Francisco Bay and is navigable at all seasons of the year. The distance by River from the head of navigation to the wharves of San Francisco is forty miles, and as we have before stated, two steamers, carrying passengers and freight, make daily trips between these points while hundreds of power boats and schooners are constantly engaged in the carrying of freight.

We will, perhaps, run the risk of appearing dry and statistical when we publish in this booklet the following table of exports and imports for the year 1914, but we believe it will be of value to any one interested in our section to have a knowledge of the immense amount of freight carried by our River, which is acknowledged to be second in tonnage in the State.

Shipping Statistics of Petaluma River.

Total Imports	154,984 tons
Approximate Value	\$13,948,560
Total Exports	68,633 tons
Approximate Value	\$ 6,176,970
Total Tonnage for 1914	223,617 tons
Total Approximate Value	\$20,125,530



A Petaluma Residence

DIVERSIFIED FARMING

While poultry is the principal industry of this section, it would be a mistake to believe that all opportunities are confined to this business alone. On the level and lower

Diversified Farming lands in the valley, large crops of wheat, oats, barley and hay are raised, while northerly and westerly along the line of the Petaluma & Santa Rosa Railway, are to be found hundreds of orchards consisting of apples, peaches, pears, prunes and cherries. Hundreds of tons of logan and blackberries from the Gold Ridge section near the town of Sebastopol are canned and shipped to the markets of the world. All kinds of garden products can be produced and marketed at fair prices.

There are three large canneries in the County as well as dozens of fruit driers, and the market for fruit and opportunities for success in the raising of same is as good in this vicinity as in any other section of our State.

Petaluma has several large creameries and cheese factories it being also a large dairy center. Thousands of acres within a radius of 20 miles are devoted to the dairying industry and large quantities of butter, cheese and dairy products are shipped from Petaluma.



IN CONCLUSION

As stated in the introduction in the article on Poultry the object of this booklet has been to give facts and figures that can be duly verified. The Chamber of Commerce has tried to avoid false statements and has also tried to show that our City and vicinity has advantages worthy of investigation. Believing that any one thinking of settling in California would do well to investigate these advantages before making a final decision, it invites you to visit Petaluma and will use every means in its power to aid you in verifying the facts herein set forth, and will be very glad to furnish any further information desired.

